



JOB PROFILE	
ADMINISTRATIVE DETAILS	
CURRENT POST TITLE:	Senior Programme Manager (Open Courses)
START DATE:	1 May 2017 3 year fixed term contract (renewable)
REPORTING STRUCTURES	
LINE MANAGER OF THIS POST: CEO	
INTERACTION – NATURE AND FREQUENCY OF INTERNAL AND EXTERNAL INTERACTION ON AVERAGE HOURS PER WEEK.	
OUTSIDE UEL : 10 HOURS WITHIN UEL : 30 HOURS	
PURPOSE OF THE JOB	
To lead a team of Key Account Managers and Course Co-ordinators; to strategically manage the design and delivery of a range of innovative continuing education programmes and courses with a B2C orientation that meet the learning needs of a diverse range of clients, including private and public sectors; to conceptualise, design and customise courses to address specific client learning and development needs; to market the programmes using various communication channels, including social media, to attract potential clients; and to facilitate an optimal learning experience which underpins the value expectation for clients, through the use of cutting edge learning and development methodologies and technology-based learner management systems.	
KEY PERFORMANCE AREAS (KPAs)	% OF JOB
1 MARKETING AND BUSINESS DEVELOPMENT	15
2 MANAGEMENT OF HIGH PERFORMING TEAM	40
3 SYSTEMS DEVELOPMENT AND TECHNOLOGY UPGRADES	20
4 DESIGN, PRODUCT DEVELOPMENT AND CLIENT LIAISON	15
5 UNIQUE PROJECTS	10
TOTAL	100



DUTIES AND RESPONSIBILITIES RELATED TO KPAs

1. MARKETING AND BUSINESS DEVELOPMENT

- Work closely with Marketing and Sales colleagues to develop innovative management, leadership and execution capability programmes to address learning and development needs identified across diverse sectors
- Develop and maintain positive relationships with faculty, speakers, corporate clients and delegates and managing the UEL brand
- Develop and write programme proposals in conjunction with local and international faculty
- Manage stakeholders by initiating and maintaining relationships with those parties, both internal and external, who have a vested interest in the success of the programme
- Evaluate the learning needs of the market and various sectors and the changes taking place in the market which impact on the success of potential programmes

2. MANAGEMENT OF HIGH PERFORMING TEAM

- Member of Management Committee (MANCO)
- Lead a team of Key Account Managers and Course Co-ordinators in offering in excess of 50 programmes a year (varying in length from 1 day to 12 months) from inception to completion
- Agree key performance areas (KPAs) and personal development plans (PDPs) with team
- Liaise with heads of department and academic faculty about course design and delivery
- Strategic planning for courses (1-3 year horizon)
- Implement effective performance scorecard to assess progress of department
- Manage budget and costs of course delivery

3. SYSTEMS DEVELOPMENT AND TECHNOLOGY-BASED UPGRADES

- Integrate Learning Management System (LMS) with web-based information and registration on boarding processes (Word Press) for optimal performance
- Manage and co-ordinate Customer Relationship Management (CRM) facility to ensure streamlined processes for delegates attending courses
- Ensure that all finance-relevant information is obtained and forwarded timeously
- Manage complex routing and scheduling of a diverse range of short courses, including the co-ordination of logistical arrangements and relationships with providers (suppliers and facilitators)
- Oversee the evaluation of courses by delegates and clients and implement proactive steps to address improvements to the experience of delegates attending courses
- Compile detailed reports to include pricing, costing and profitability assessments of courses

4. DESIGN, PRODUCT DEVELOPMENT AND CLIENT LIAISON

- Ensure that the quality and content of the design of programmes and courses is of a high standard, and aligns with learning methodologies that deliver value for clients
- Develop new offerings and courses on a regular basis that reflect the changing socio-economic environment and requirements for new knowledge and competencies to address challenges and opportunities in a changing world
- Give input to decisions regarding admissions criteria for courses, commencement dates, course pricing, and communication channels



5. UNIQUE PROJECTS

- Including annual audit preparation
- Any other reasonably expected duties from time to time as indicated by the requirements of the company
- Host and facilitate events and programmes as required
- Ad Hoc duties that may arise from time to time (which is not described above)

QUALIFICATION AND EXPERIENCE REQUIRED FOR THE POST

QUALIFICATIONS		Ideally a Masters degree (preferably MBA). A relevant tertiary postgraduate degree qualification is essential.
EXPERIENCE	IN YEARS	<ul style="list-style-type: none"> • Minimum of 5 years' experience working as a senior member of a team in a corporate or tertiary education environment • Minimum of 3 years' experience of management and/or supervision of a team
	KNOWLEDGE	<ul style="list-style-type: none"> • Good understanding of developments in Higher Education sector • Strong quantitative skills and financial literacy • Project management capability • Business and commercial acumen • Client service delivery, commercial awareness and understanding of the concepts of value and ROI • Understanding of adult learning principles and learning methodologies

IN ADDITION TO THE ABOVE

PERSONAL ATTRIBUTES REQUIRED FOR THE POST	<p>Accuracy and attention to detail</p> <p>High level of organisational skill</p> <p>Ability to work to strict deadlines and to manage multiple deliverables</p> <p>Excellent interpersonal and communication skills</p> <p>Customer-centric focus</p> <p>Achievement orientated and ability to use initiative and work independently</p> <p>Problem solving abilities</p> <p>Team player</p> <p>High energy levels</p> <p>Conceptual and strategic thinking ability</p> <p>Problem solving abilities</p> <p>Team player</p> <p>High energy levels</p> <p>Presentation skills</p> <p>Negotiation skills</p> <p>Financial interpretation and budgeting skills</p>
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